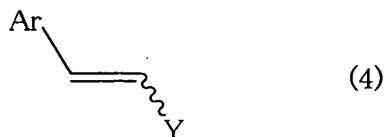


CLAIMS

1. A process for producing an aromatic unsaturated compound of the formula (4)



wherein Ar represents an optionally substituted aromatic group or an optionally substituted heteroaromatic group, and Y represents an electron withdrawing group,

which comprises reacting

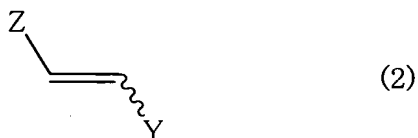
10 (a) a compound of the formula (1)



wherein Ar has the same meaning as defined above

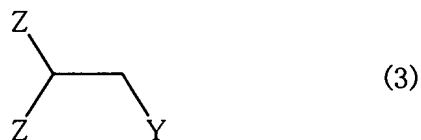
with

(b) a compound of the formula (2)



wherein Y has the same meaning as defined above, and Z represents a lower alkoxy, or

a compound of the formula (3)



20 wherein Y and Z have the same meanings as defined above,
in the presence of

(c) an acid or a compound which generates a mineral acid by its hydrolysis.

2. The process according to Claim 1, wherein the reaction is conducted in the co-presence of water.

3. The process according to Claim 1, wherein (c) an acid or a
5 compound which generates a mineral acid by its hydrolysis is hydrogen halide.

4. The process according to Claim 1, wherein (c) an acid or a
compound which generates a mineral acid by its hydrolysis is phosphorus
10 oxyhalide, phosphorus halide, thionyl halide or sulfuryl halide.

5. The process according to Claim 1, wherein the reaction is conducted in acetic acid.

15 6. The process according to Claim 1, wherein Ar in the formulae (1) and (4) is an aromatic group or a heteroaromatic group which may be substituted by at least one group selected from the group consisting of a lower alkyl, a lower alkoxy, a hydroxyl, $-OR^x$, an amino, $-NHR^y$, $-NR^y_2$, halogen and a phenyl optionally substituted by halogen(s),
20 wherein R^x represents a protective group of hydroxyl and R^y represents a protective group of amino.

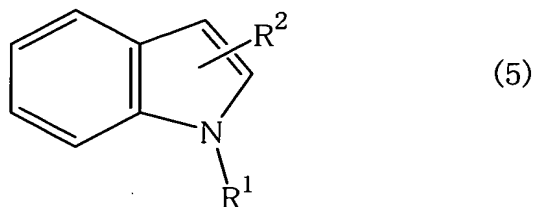
7. The process according to Claim 1, wherein Ar in the formulae (1) and (4) is an optionally substituted phenyl.

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8. The process according to Claim 1, wherein Ar in the formulae (1) and (4) is an optionally substituted indolyl.

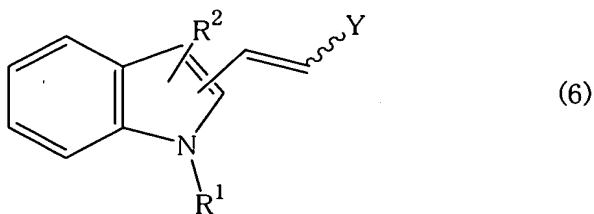
9. The process according to Claim 1, wherein the compound of the

formula (1) is a compound of the formula (5)



wherein R¹ represents a phenyl optionally substituted by halogen(s), a hydrogen or an alkyl and R² represents an alkyl or a phenyl optionally substituted by halogen(s), and

the compound of the formula (4) is a compound of the formula (6)



wherein R¹ and R² have the same meanings as defined above.